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AUG 20 2007

PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Nick Steele et al.)
Application No.: 09/933,567) Art Unit: 2168
Filing Date: August 20, 2001) Examiner: Greta Lee Robinson
Title: Branding And Revenue Sharing) Confirmation No.: 7300
For Facilitating Storage,)
Management And Distribution) Atty. Docket: 13906.105002
Of Consumer Information)

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed February 20, 2007 (the "Office Action"), Applicants submit the following amendments and remarks for the Examiner's consideration.

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on August 20, 2007.



Lisa B. Sims, Reg. No. 56,701